



“A Study of Problem and perspectives of Beauty Parlour Business with special reference of KhanapurTehsil”

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Abstract-

Now a days we find that the importance of beauty parlour business is growing up. Women become conscious about her beauty and they gave time for beauty treatment. A beauty parlour business booming in not only urban area but also rural area. There are more than 200 beauty parlours working in khanapur tehsil. Beauty parlour owner make their life stable through this business. They get good income and make their good status in society. But they facing some problems for doing beauty parlour business. This paper focus on growth of beauty parlour business and their various problems in area of khanapur tehsil.

Keywords-Beauty parlour, problems, Perspectives and growth.

Introduction-The market for beauty products and beauty parlour has grown rapidly in the last few years. Beauty is essential part of our life. Every person male as well as women should focus on it. It shows our personality. Beauty parlour have started from villages to cities. Be it wedding or any other celebration, women are reaching for beauty parlour on every occasion and beauty business is growing rapidly in every part of the country. According to a report, the beauty business in India will grow twice as fast as the US and European markets in the coming years. Beauty parlour is a personal care service and so many profitable fields for women. Women get good position in market and prove herself from this business. Today all types people visit the beauty parlour for enhancing their appearance.

Statement Of the Problem-“A study of Problem and perspectives of Beauty Parlour Business with special reference of KhanapurTehsil”.



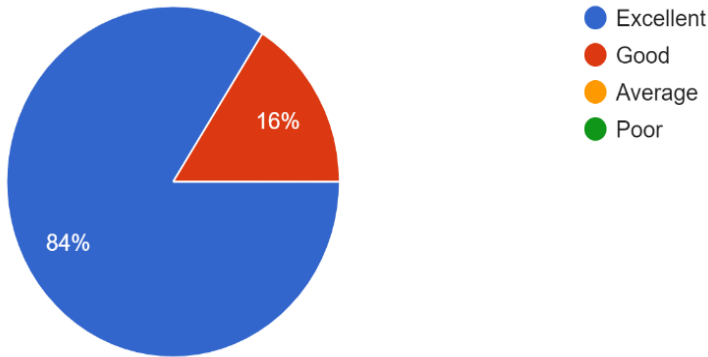
Objectives Ofthe Study-

- 1) To study beauty parlour business in khanapur tehsil.
- 2) To find out problem and prospect of beauty parlour business in Khanapur Tehsil

Scope Ofthe Study- Beauty parlour provides threading, facial, hair treatment, waxing, bleaching, skin treatment, hair styling, make-up, massage and so on. In the present study an attempt has been made to analyse the problem and perspectives of beauty parlour in the study area. Researcher collect data from whole khanapur tehsil which include various villages i.e. Vita City, Khanapur, Khambale, Pare, Dhavleshwar, Alsand,Lengare,Devikhindi.Researchercover 141 parlours for study in Khanapur tehsil.

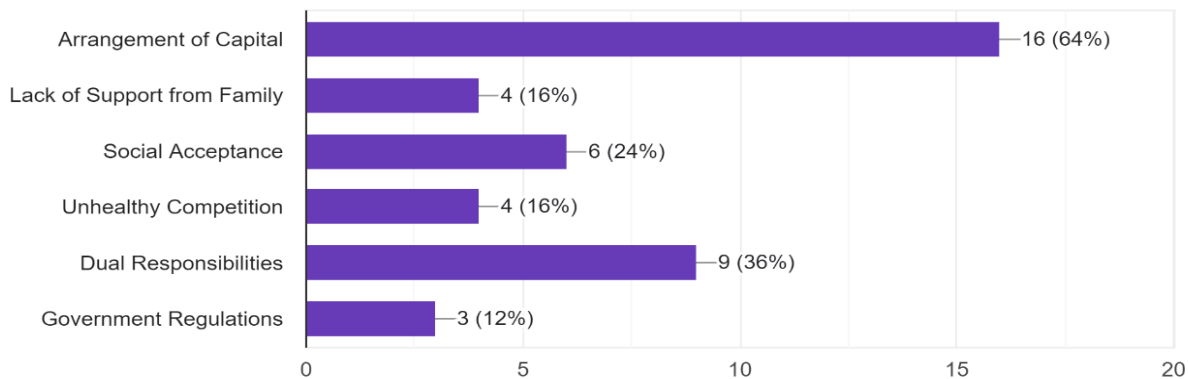
Methodology -The study is of empirical nature based on survey method. The primary data has been collected directly from the beauticians through questionnaire. Secondary data have been collected from text books, pamphlets, hand books, magazines, encyclopaedia and internet.

Growth of Beauty Parlours in Khanapur Tehsil –Beauty parlour means beauty care centre.It is an establishment dealing with cosmetic and ayurvedic treatment for women.Beauty parlour provides various types of services viz.eyebrow setting,facial, pedicure, manicure meditation oxygen therapy,mud bath and massage. It provides service for hair cutting, hair straitening and curly hair. Beauty parlour changes lifestyle of women and improve values, morale and confidence through different services.Women become social and economic stable because of good income source through beauty parlour business. Beauty parlour provided different types of services to their customer. Beauty parlour holder consume different cosmetic products. So, researcher has taken this topic for finding growth of beauty parlour business.



Above Diagram Shows that,84% respondent get excellent growth and 16%respondent get good growth in beauty parlour business.Researcher study of 141 parlours in khanapur tehsil.All respondent are satisfied about their work.it shows that women in rural area aware about their beauty and understanding importance of beauty in their life.In all types functions women get help of beautician.Beauty parlour’s importance growing fastly.All respondent get good income from this profession.The importance of this business is increasing in the rural areas Beauty is becoming more important among the women of this area Ten years ago there were only 20 to 25 parlors in Khanapur taluka now there are more than 200, this business has provided a good means of livelihood to the women.

Problem Faced by respondent-Beauty parlour holders facing different types of problems.There are lack of capital,dual responsibilities,Lack of family support,social acceptance and government rules and regulations.





Above Diagram Shows that,16%respondent facing problem of arrangement of capital,9% respondent facing problem of dual responsibility,4 %respondent facing problem of family support and 6% respondent facing problem of social acceptance.Most number of respondent facing problem of arrangement of capital because they depend on their family and they cannot arrange capital.Women have to face financial problems along with psychological problems in doing this business, every client is different and has different interests, one has to talk to them in a friendly manner, understand their problems and then give treatment.Each parlor charges different rates for services, which leads to difficulties in determining rates, competitive threats, and challenges in dealing with them.As there is a belief in the society that this profession belongs to a certain caste, women get support from their families.In parlors in Khanapur taluka new technology is still used by very few parlors, mostly old and traditional way of doing business.Parlour owners in this business have to face social problems, this business is second minded in the society, there is not much response from the society.

Findings-

- Majority 60% respondent facing problem of arrangement of capital for beauty parlour business.
- Majority 36 % respondent facing problems of dual responsibility of family.
- Some respondent facing problem of Social, psychological problems.
- 16% respondent facing problem of lack of support of family members and problem of government regulations.
- Respondent get good income from beauty parlour business and improve their lifestyle.
- Beauty parlour business expand and well settled in study area.

Suggestions-

- This business is in dire need of change.
 - Apply new technology with best quality services.
 - Beautician should care skin and avoid low quality products.
 - All services should be affordable to all type customers.
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- Give good and reliable services.
- Parlour owner should get daily feedback of customers.
- Parlour owner should develop communication skill for increasing client.

Conclusion-

Beauty consciousness is high among people irrespective of gender. Beauty boosts one's self-confidence, improves present ability and enhances chances in career development. Beauticians soothe away tension and help users to regain skin radiance, suppleness and vitality. If the beauty parlour service is rendered with aesthetic sense, devotion, dedication and determination there is every chance for winning the confidence of the users. Beauty parlours provide better job opportunities, mental relaxation and improve the appearance and status of the users. Users leave the beauty parlour looking and feeling refreshed, revitalized and ready to take on the world again. In the present day, beauty parlour services are not considered as a luxury, it is becoming an essential service. This study is focused on problem and perspectives of the services of beauty parlours. Beauty parlour holders facing different types of problems. There are lack of capital, dual responsibilities, Lack of family support, social acceptance and government rules and regulations.

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